CAMBRIDGE 1994 DIRECT PROGRAMS
Monthly Topline Response Report, August 1994

Program: February Competitive Volume, 94800A
Drop Date: February 1-3
Offers & (Expiration): $2-Off Carton (5.1)

				Coupon Response					
Audience Segement (Cell Nos.)	Size of Audience	Number of Responders	Rate	Number Mailed	Quantity Redeemed	Est. Rate	Actual Rate	Number Loaded	% Loaded
Competitive Audience									
Full-Margin Smokers (3, 6)	343,628	38,930	11.3%	343,628	-	-	-	45,328	
Discount Smokers (1-2, 4-5)	229,188	33,674	14.7%	229,188	-	-	-	39,371	-
Generic/Store Brand Smokers (7-8)	28,374	4,564	16.1%	28,374	-	-	-	5,285	-
	601,190	77,168	12.8%	601,190	84,119	20%	14.0%	89,984	107.0%
Change Since Last Report:		22,081			3,808			23,754	

Program: April Defensive, 94800B
Drop Date: April 28 - May 2
Offers & (Expiration): $1-Off Carton (9.30), Continity (9.30)

				Coupon Response						Continuity Response				
Audience Segement (Cell Nos.)	Size of Audience	Number of Responders	Rate	Number Mailed	Quantity Redeemed	Est Rate	Actual Rate	Number Loaded	% Loaded	Number of Orders	Est. Rate	Actual Rate	Number Loaded	% Loaded
Cambridge Smokers (1)	681,221	107,253	15.7%	681,221	101,318	25%	14.9%	119,553	118.0%				37,939	
Change Since Last Report:		101,116			72,515			119,553					31,773	

2040407682

Source: https://www.industrydocuments.ucsf.edu/docs/xqhm0004

CAMBRIDGE 1994 MEDIA/RETAIL PROGRAMS
Monthly Topline Response Report, August 1994

							Offer Fulfillment					Coupon Redemption			
Program	Program Number	Offers	Circ.	Circ. Date	Expires	Number of Responders	Number of Orders	Est. Rate	Actual Rate	Number Loaded	% Loaded	Type	Quantity Redeemed	Est. Rate	Actual Rate
Rewards Catalog	94810	Camera, Jacket, Stereo, T-shirt, Chef Set, Watch	1MM	2.28	9.31	9,515		9.0%	1.90%	18,955		none			

20404076B3

Source: https://www.industrydocuments.ucsf.edu/docs/xqhm0004

CAMBRIDGE 1993 DIRECT PROGRAMS
Monthly Topline Response Report, August 1994

Program: November Catalog, 93811A
Drop Dates: November 1993, January 1994
Offers & (Expiration): Continuity (9.30), B2G1F/Competitive (2.15.94)

				Coupon Response						Continuity Response (See note.)				
Audience Segement (Cell Nos.)	Size of Audience	Number of Responders	Rate	Number Mailed	Quantity Redeemed	Est. Rate	Actual Rate	Number Loaded	% Loaded	Number of Orders	Est. Rate	Actual Rate	Number Loaded	% Loaded
Cambridge Smokers														
Cambridge Smokers (1, 11)	560,591	38,418	6.9%	none	-	-	-	-	-	-	15%	16.2%	91,077	100%
Competitive Audiences														
November Segment (2-6)	491,521	50,307	10.2%	491,521	-	-	-	48,495	-	-	15%	2.2%	10,740	100%
January Segment (7-8, 12-16)	247,648	18,440	7.4%	247,648	-	-	-	18,083	-	-	15%	0.9%	2,230	100%
	739,169	68,747	9.3%	739,169	69,396	15%	9.4%	66,578	95.9%	-	15%	1.8%	12,970	100%
Total Audience	1,299,760	107,165	8.2%	739,169	69,396	15%	9.4%	66,578	95.9%			8.0%	104,047	100%

Note: We estimate that of the 68,747 Competitive responders to this program, 7,000 responded to either continuity only or a combination of continuity and coupons. The remaining responders, only responded to coupons. The Final Review of this program will report the actual number of continuity reponders.

2040407684

Source: https://www.industrydocuments.ucsf.edu/docs/xqhm0004